

GRAPHIC OVERLAY

DESIGN GUIDE



MEDICAL • ELECTRONIC • MILITARY/DOD • INDUSTRIAL

WHAT ARE GRAPHIC OVERLAYS?

A graphic overlay is the surface interface between your product and its user when commanding a piece of equipment or control.

WHAT ARE THE PARTS OF A GRAPHIC OVERLAY?

Graphic overlays are typically made from polycarbonate or polyester material, customized ink treatments and an adhesive layer.

WHAT ARE THE BENEFITS OF GRAPHIC OVERLAYS?

Graphic overlays have a variety of performance and aesthetic benefits. Built from strong, rugged materials and printed underneath their surface layer, graphic overlays offer exceptional durability that maintains a like-new look for years and years, even in demanding environments. What's more, they allow for branding elements such as graphics, images or proprietary colors to be reproduced in high quality, giving clients the opportunity to design them as attention-grabbing brand reinforcements.

JN White™ produced a graphic overlay for industrial scales that includes two solar panels and a display window.



IMPORTANT GRAPHIC OVERLAY CONSIDERATIONS



EMBOSSING

Embossing can dramatically enhance the look and functionality of your graphic overlay, providing a more tactile and responsive user experience. This may be extremely important in certain work environments and can also have implications on the best material to use for a particular graphic overlay.



DESIRED FINISH

Whether smooth or textured, matte or glossy, your graphic overlay's finish is important to achieve the proper look, both functionally and cosmetically. We'll work hand-in-hand to ensure your product's finish looks exactly how you want it to.



ADHESIVE

Different surface materials have different bonding properties, making it important to know the specifications of your project's housing to determine the most suitable adhesive. Characteristics to consider include surface energy, metal or plastic, smooth or textured, curved or flat, and if there is a powder coating, which is common on painted housings.



COLORS

Depending on your product, it may be important for its graphic overlay to match the housing and/or brand colors. With Pantone color matching services, we can match your overlay with your brand colors and exact graphics—making every product a clean, sharp extension of your brand.



SIZE, THICKNESS AND PLACEMENT

It's important to know if there is a required overlay size and where it will be placed on the product's housing. If the graphic overlay will sit within a cavity and needs to lay flush to the housing, thickness is incredibly important. JN White™ customizes graphic overlays to any size or shape.



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